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07/24/2009

William E. Lewis RYAN, MASON & LEWIS, LLP 90 Forest Avenue Locust Valley, NY 11560



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/789,087	02/27/2004	Paul M. Dantzig	YOR920030580US1	7520

TITLE OF INVENTION: METHOD AND APPARATUS FOR HIERARCHICAL SELECTIVE PERSONALIZATION

Please check the appropriate assignee category or categories (will not be printed on the patent): Individual Proposition or other private group entity Govern 4a. The following fee(s) are submitted: A check is enclosed. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above) A check is enclosed. Payment by credit card. Form PTO-2038 is attached. Payment by credit card. Form PTO-2038 is attached. Payment by credit card. Form PTO-2038 is attached. Payment to Copies Payment to Deposit Account Number 50_0510 (enclose an extra copy of this form a payment to Deposit Account Number 50_0510 (enclose an extra copy of this form PTO-2038) Payment by credit card. Form PTO-2038 is attached. Payment by credit card. Form PTO-2038							
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4a. The following fee(s) are submitted: September 29, 2009	CFR 1.363). Change of corresp Address form PTO/S Tree Address" inc PTO/SB/47; Rev 03-Number is required ASSIGNEE NAME APLEASE NOTE: Un recordation as set for (A) NAME OF ASSI	pondence address (or Cha B/122) attached. dication (or "Fee Address 02 or more recent) attack ND RESIDENCE DAT. dless an assignee is ident th in 37 CFR 3.11. Com GNEE	Indication form led. Use of a Customer A TO BE PRINTED ON diffied below, no assignee pletion of this form is NO	(1) the names of up to or agents OR, alternative (2) the name of a single registered attorney or a 2 registered patent attolisted, no name will be THE PATENT (print or type data will appear on the p. T a substitute for filing an (B) RESIDENCE: (CITY ATTORNEY)	3 registered patent attornively, e firm (having as a membringent) and the names of urneys or agents. If no namprinted. be) atent. If an assignce is ideassignment. and STATE OR COUNT 10/27/2009 ideas in the count of the count	Ryan, Ma Property of the last	ument has been filed for
Authorized Signature Date September 29, 2009	4a. The following fee(s) Solution Fee Publication Fee (I) Advance Order - 5. Change in Entity Sta a. Applicant claim	are submitted: No small entity discount: # of Copies tus (from status indicate as SMALL ENTITY state and Publication Fee (if rea	d above) us. See 37 CFR 1.27.	b. Payment of Fee(s): (Plea A check is enclosed. Payment by credit car The Director is hereby overpayment, to Depo	d. Form PTO-2038 is atta authorized to charge the sit Account Number 50- ger claiming SMALL EN	riously paid issue fee shached. required fee(s), any defice 0510 (enclose and	ciency, or credit any extra copy of this form).
Typed or printed name William E Lewis Registration No. 39,274	Authorized Signature	Wills	a Ejem	<u> </u>	Date		

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